

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2020/2021

BMG1614 – MANAGEMENT

(All sections/Groups)

28 OCTOBER 2020
9.00 a.m. – 12.00 p.m.
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages including cover page.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ESSAY QUESTIONS (100 MARKS)**INSTRUCTION: ANSWER ALL QUESTIONS****QUESTION 1**

Environment creates uncertainties for organization managers and these managers must respond by designing the organization to adapt to the environment. Name the **FIVE (5)** dimensions of the general environment and describe each dimension with a real-life example from Malaysian companies. (20 marks)

QUESTION 2

We have always heard the saying that “change is always good,” right? Wrong. Change is a constant at every organization, but employees have quickly become the number one opponent of change. There are several different reasons why employees have learned to resist change, but the primary reason is the bad management of change in the workplace. There are several techniques for overcoming resistance to change. Summarise these techniques by briefly explaining them. (20 marks)

QUESTION 3

Goals are part of every aspect of business/life and provide a sense of direction, motivation, a clear focus, and clarify importance. By setting goals for yourself, you are providing yourself with a target to aim for. Often, individuals or businesses will set themselves up for failure by setting general and unrealistic goals such as “I want to be the best at X.” This goal is vague, with no sense of direction. Display the characteristics of an effective goal. Relate these characteristics to one of your personal goals. (20 marks)

QUESTION 4

Power is the potential ability to influence the behaviour of others. Power results from an interaction of leaders and followers. Identify and illustrate the **FIVE (5)** sources of organizational power that are linked to a manager. Which of these five sources of power do you believe is generally the most effective in an organization? Explain. (20 marks)

Continued...

QUESTION 5

Nonverbal communication refers to messages sent through human actions and behaviours rather than through words. Managers are watched and their behaviour, appearance, actions and attitude are symbolic of what they value and expect of others. What are the elements of nonverbal communication? Explain these **FIVE (5)** elements. Have you personally encountered problems with nonverbal communication due to culture, gender or age? If so, how did you handle the situation? (20 marks)

[TOTAL 100 MARKS]

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